

2025 ECONOMIC DEVELOPMENT DIVISION FINANCIAL ASSISTANCE DASHBOARD

Dates 1/1-7/31/2025

BUILDING IMPROVEMENT GRANT PROGRAM

Grant funding for businesses located within specific TIDs to improve interior and exteriors. Up to \$50,000 per business.

Total Funding: See TID Budgets

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
07/29/25	Cider Farm Brands LLC	1537 Gilson Street	13	51	\$ 50,000.00	\$ 94,181.00
07/29/25	Higher Ideal	214 State Street	4	50	\$ 4,175.00	\$ 8,675.00
07/15/25	Bear Spots LLC	1026 N Sherman Ave	12	54	\$ 50,000.00	\$ 53,864.00
07/02/25	Wisconsin Martail Arts and Fitness	1352 S Park Street (The Hub)	14	51	\$ 50,000.00	\$ 176,250.00
06/18/25	Safari Bilingual Learning Center	7618 Westward Way	9	46	\$ 50,000.00	\$ 50,000.00
05/20/25	Banzo LLC	2105 Sherman Ave	12	54	\$ 36,038.00	\$ 36,038.00
05/09/25	CocoVaa LLC	10 Odana Court	19	46	\$ 50,000.00	\$ 50,000.00
05/05/25	Pricked LLC	521 A State Street	2	50	\$ 50,000.00	\$ 69,195.00
04/30/25	ZaZa Snacks LLC	515 University Ave	2	50	\$ 12,650.00	\$ 12,650.00
04/16/25	The Baked Lab	2044 Atwood Ave	6	53	\$ 50,000.00	\$ 205,300.00

04/16/25	Bomazza LLC dba Silk Road	1920 S Park Street	14	51	\$ 35,050.00	\$ 39,193.00
04/03/25	Wilson Residential Investors LLC (The Saddlery Retail	325 E Wilson Street	4	53	\$ 50,000.00	\$ 330,000.00
02/26/25	Firm Foundation Hair and Beauty	305 S Livingston Street	6	53	\$ 29,225.00	\$ 29,225.00
02/26/25	Custom Mac N Cheese	438 N Frances Street	2	50	\$ 50,000.00	\$ 50,000.00
02/26/25	Hair By Bootz LLC	1121 Ruskin Street	12	54	\$ 50,000.00	\$ 54,228.00
02/19/25	Mojo Method, LLC dba CrossFit Mojo	600 Williamson Street	6	53	\$ 50,000.00	\$ 73,370.00
02/10/25	Isaiah Schroeder Knifeworks	1516 & 1520 Gilson Street	13	51	\$ 50,000.00	\$ 55,210.00
02/10/25	Wisco Cocktail Ice dba Wisco Ice co	1529 Gilson Street	13	51	\$ 50,000.00	\$ 102,365.00
01/09/25	Luna's Market	2328 S Park Street	14	51	\$ 50,000.00	\$ 78,000.00
01/09/25	Vernee Nycole House of Beauty LLC	1702 S Park Street	14	51	\$ 40,724.00	\$ 49,724.00
01/09/25	ZaZa Snacks LLC	515 University Ave	2	50	\$ 14,100.00	\$ 14,100.00

HEALTHY RETAIL ACCESS PROGRAM

The Healthy Retail Access Program funds businesses investing in improvements that will increase access to affordable, healthy food. Funds can be used for any new services, equipment, building improvements, or programs that can increase a retail business’s capacity to provide healthy food. Grant amounts vary depending on total project size. Typically fund at <30% of total project costs.

Total Funding: \$250,000

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
1/1/2025	Paleo Mama Bakery	961 S Park Street	13	N/A	\$ 50,000.00	N/A

KIVA MADISON PROGRAM

Kiva is a crowdfunding platform that provides 0% interest loans to small business owners and startups. Kiva borrowers can crowdfund from the community and receive loans up to \$15,000 at 0% interest with zero fees.

Total Funding: SBER Budget N/A

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
07/17/25	D'Pelos Pet Groomer	529 S Park Street	13	N/A	\$ 11,000.00	N/A
06/10/25	Sabor Criollo Venezolano	Home	7	N/A	\$ 15,000.00	N/A
06/02/25	CrepUW LLC	Home	14	N/A	\$ 7,500.00	N/A
05/02/25	Rigs N Beez	Home	3	N/A	\$ 2,500.00	N/A
03/01/25	Infinity Glow Solutions LLC	Home	4	N/A	\$ 8,500.00	N/A
03/01/25	So Simple Shop	148 E Wilson	4	N/A	\$ 10,000.00	N/A
03/01/25	Vice Grounds LLC, dba Twisted Grounds	6067 Gemini Drive	3	N/A	\$ 13,000.00	N/A
02/01/25	Pies Happy Salon and Spa LLC	Home	10	N/A	\$ 10,500.00	N/A

02/01/25	InfinityGlow Solutions	Home	4	N/A	\$ 8,500.00	N/A
01/01/25	Cleanve Pro	Home	14	N/A	\$ 10,500.00	N/A
12/01/24	Wild Wind Organix	Home	16	N/A	\$ 2,000.00	N/A
12/01/24	Little Genius Bilingual	3131 E Washington Ave	12	N/A	\$ 5,000.00	N/A
12/01/24	Devine Grilling	1219 N Sherman Ave	12	N/A	\$ 9,500.00	N/A

FAÇADE GRANT PROGRAM*

Madison's Façade Grant Program provides matching grants to small business owners and tenants to assist them in restoring or beautifying their facades or storefronts. Grants up to 50% of the total project cost, with a maximum amount of \$20,000 per street facing façade. Mini Grants up to \$10,000 have no match requirement.

Total Funding: See TID Budgets

*Starting 12/1/24 these numbers will be one month delayed

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
04/28/25	Alchemy Café	1980 Atwood Ave	2	N/A	\$ 10,000.00	\$ 18,000.00
02/01/25	668 State LLC	668 State Street	2	50	\$ 20,000.00	\$ 72,600.00

COMMERCIAL OWNERSHIP ASSISTANCE (COA) PROGRAM

The Commercial Ownership Assistance Program provides financing for established business owners from communities that have historically faced barriers to accessing capital to purchase commercial property for their business. Forgivable loans of up to \$250,000.

Total Funding: See TID Budgets

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
01/28/25	Silk Road	1920 S Park Street	14	51	\$ 117,500.00	\$ 470,000.00

SMALL CAP TIF PROGRAM

The Small Cap TIF Loan Program provides forgivable loan funds to small businesses in selected Tax Incremental Districts (TID) within the City of Madison. The Madison Development Corporation (MDC) is the administrator of the program. Funds up to \$250,000 are available to qualifying businesses for the purpose of purchasing real estate,

Total Funding: See TID Budgets

<i>Date</i>	<i>Business</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>

TAX INCREMENT FINANCE (TIF) PROGRAM

Tax Incremental Financing (TIF) provides funds to finance public infrastructure and support development projects that create jobs and expand the tax base. Loans paid back through new tax revenue generated by the project.

Total Funding: N/A

<i>Date</i>	<i>Project</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>
06/03/25	Bear Development	501 East Washington Ave	6	53	\$ 1,666,000.00	\$ 82,216,000.00

ACRE Pre-Development Grant Program

The ACRE Pre-Development Grant provides funding to graduates of the Associates in Commercial Real Estate (ACRE) Program to help cover the costs of early stage expenditures for commercial real estate development projects.

Total Funding: \$300,000

<i>Date</i>	<i>Project</i>	<i>Address</i>	<i>Alder District</i>	<i>TIF District</i>	<i>Funding Amt</i>	<i>Projected Investment</i>

TID 44 Royster Clark

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 44 and within one-half mile of the boundary of TID44.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs				\$ 475,000.00	\$ 475,000.00
Projects in discussion				\$ (50,000.00)	
SUBTOTAL				\$ 425,000.00	\$ 475,000.00

TID 46 Research Park

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 46 and within one-half mile of the boundary of TID 46.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 750,000.00	\$ 750,000.00
Projects in discussion				\$ (300,000.00)	\$ -
Safari Bilingual Learning Center	Jun-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
CocoVaa LLC	May-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
SUBTOTAL				\$ 350,000.00	\$ 650,000.00

TID 50 - State Street

The goal of this program is to support a diverse and thriving State Street neighborhood where all Madisonians and visitors feel welcome. Funding in 2025 is for Building Improvement Grants, Facade Grants, Madison Pop Up Shop Program, Business Ready Program, Commercial Ownership Assistance Program.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget			TBD	\$ 158,000.00	\$ 158,000.00
2024 Funding Roll-over			TBD	\$ 284,000.00	\$ 284,000.00
Projects in discussion				\$ (280,000.00)	\$ -
Higher Ideal	Jul-25	BIG	Approved	\$ (4,175.00)	\$ (4,175.00)
Pricked LLC	May-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
ZaZa Snacks LLC	Apr-25	BIG	Approved	\$ (12,650.00)	\$ (12,650.00)
Custom Mac N Cheese	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
668 State Street	Feb-25	Façade	Approved	\$ (20,000.00)	\$ (20,000.00)
ZaZa Snacks LLC	Jan-25	BIG	Approved	\$ (14,100.00)	\$ (14,100.00)
SUBTOTAL				\$ 11,075.00	\$ 291,075.00

TID 51 South Madison

Small business financial assistance programs, The goal of this program is to guide investment in South Madison that supports this existing diverse community. Funding in 2025 will be used for costs associated with small business development programs (Building Improvement Grant Program, Facade Grant Program, Madison Pop-Up Shop Program, Commercial Ownership Assistance Program, Small Cap TIF Program).

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 698,000.00	\$ 698,000.00
Resolution Amendment 5/2025				\$ 555,000.00	
2024 Funding Roll-over				\$ -	\$ -
Projects in Discussion				\$ (457,500.00)	
Cider Farm Brands LLC	Jul-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
WI Martial Arts -HUB	Jul-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Pequenos Travidos	2024 (Payout in 2025)	Small Cap TIF	Approved	\$ (143,750.00)	\$ -
Tailer Nicole Wine & Cupcakes LLC	2024 (Payout in 2025)	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Isaiah Schroeder Knifeworks	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Wisco Cocktail Ice dba Wisco Ice co	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Luna's Market	Jan-25	BIG	Approved	\$ (50,000.00)	\$ -
Vernee Nycole House of Beauty LLC	Jan-25	BIG	Approved	\$ (40,724.00)	\$ (40,724.00)
Silk Road	Jan-25	BIG	Approved	\$ (35,050.00)	\$ (35,050.00)
Silk Road	Jan-25	COA	Approved	\$ (117,500.00)	\$ (117,500.00)
SUBTOTAL				\$ 158,476.00	\$ 254,726.00

TID 52 E Wash & Stoughton Road

Funding in 2025 will be used for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 52 and within a one-half mile radius of the boundary of TID 52.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 275,000.00	\$ 275,000.00
Projects in discussion				\$ (50,000.00)	
SUBTOTAL				\$ 225,000.00	\$ 275,000.00

TID 53 Wilson Street

Funding in 2025 is for small business financial assistance programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, and similar economic development initiatives within the boundary of TID 53 and within a one-half mile radius of the boundary of TID 53

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 220,000.00	\$ 220,000.00
2024 Funding Roll-over				\$ 286,850.00	\$ 286,850.00
Projects in discussion				\$ (356,850.00)	
The Saddlery Retail Spaces	Apr-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Mojo Method	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Firm Foundation Hair and Beauty	Feb-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
SUBTOTAL				\$ -	\$ 356,850.00

TID 54 Pennsylvania Ave

Funding in 2025 is for small business development programs, including the Building Improvement Grant Program, Facade Grant Program, Commercial Ownership Assistance Program, Small Cap TIF Program, and similar economic development initiatives within the boundary of TID 54 and within one-half mile of the boundary of TID 54.

Business	Date	Program	STATUS	BUDGET	ACTUAL
Small Business Programs Budget				\$ 700,000.00	\$ 700,000.00
2024 Funding Roll-over				\$ 239,772.00	\$ 239,772.00
Projects in discussion				\$ (569,934.00)	\$ -
Bear Spots LLC	Jul-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
The Baked Lab LLC	Jun-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Banzo LLC	May-25	BIG	Approved	\$ (50,000.00)	\$ (50,000.00)
Hair By Bootz	Feb-25	BIG	Approved	\$ (50,000.00)	\$ -
SUBTOTAL				\$ 169,838.00	\$ 789,772.00